

## ORDER



**Orders**  
**Order / Rev:** 705689  
**Alt Order #:**  
**Product Desc:** McCaskill for Senate 2012  
**Estimate:**  
**Flight Dates:** 08/13/12 - 08/19/12  
**Original Date / Rev:** 08/10/12 / 08/10/12  
**Order Type:** Political

KSDK

**Primary AE:** Local House  
**Sales Office:** KSDK  
**Sales Region:** LOC

**Agency Name:** Media Strategies & Research/ POL  
**Buying Contact:**  
**Billing Contact:**  
 9990 Lee Hwy #210  
 Fairfax, VA 22030

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** McCaskill, C/ D/ Senate  
**Demographic:** A25-54  
**Product Codes:** PL-US Senate  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/19/12	51	\$73,650.00	\$62,602.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	51	\$73,650.00	\$62,602.50	0.00
<b>Totals</b>	<b>51</b>	<b>\$73,650.00</b>	<b>\$62,602.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Local House			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
KSDK	40%	\$73,650.00
Market	100%	\$184,125.00

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
KDNL	0%	\$0.00
KETC	0%	\$0.00
KMOV	0%	\$0.00
KNLC	0%	\$0.00
KPLR	0%	\$0.00
KTVI	0%	\$0.00
UNKWN	60%	\$110,475.00
WHSL	0%	\$0.00
WPXS	0%	\$0.00
WRBU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KSDK	08/13/12	08/17/12	M-F 6-7A 6-7a	CM	6-7A	11111--	1:00	5	\$1,200.00	P-2	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	11111--			5		\$1,200.00		0.00				
N 2	KSDK	08/13/12	08/17/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	21212--	1:00	8	\$1,200.00	P-2	0.00	NM	8	\$9,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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Advertiser: McCaskill, C/ D/ Senate  
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KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	KSDK	08/13/12	08/17/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	21212--	1:00	8	\$1,200.00	P-2	0.00	NM	8	\$9,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	21212--					8	\$1,200.00		0.00			
N 3	KSDK	08/19/12	08/19/12	SUN TDY NBC Today Show (Su)	CM	7-8A	-----S	1:00	1	\$1,050.00	P-2	0.00	NM	1	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S					1	\$1,050.00		0.00			
N 4	KSDK	08/13/12	08/17/12	M-F 9-10A NBC Today Show II 9-10A	CM	9-10A	11--1--	1:00	3	\$400.00	P-3	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	11--1--					3	\$400.00		0.00			
N 5	KSDK	08/16/12	08/16/12	M-F 10-11A News at 10am	CM	10-11A	---T---	1:00	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	---T---					1	\$300.00		0.00			
N 6	KSDK	08/13/12	08/13/12	M-F Noon News Noon News	CM	12-1230p	M-----	1:00	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	M-----					1	\$600.00		0.00			
N 7	KSDK	08/15/12	08/15/12	M-F 1230-1p Show Me St. Louis	CM	1230-1p	--W----	1:00	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	--W----					1	\$350.00		0.00			
N 8	KSDK	08/14/12	08/14/12	M-F 3-4p Ellen	CM	3-4p	-T-----	1:00	1	\$900.00	P-2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-T-----					1	\$900.00		0.00			
N 9	KSDK	08/13/12	08/17/12	M-F 430-5p Jeopardy	CM	430-5p	1-111--	1:00	4	\$1,050.00	P-2	0.00	NM	4	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	1-111--					4	\$1,050.00		0.00			
N 10	KSDK	08/14/12	08/17/12	M-F 4P News News 5 at Four	CM	4-430P	-1--1--	1:00	2	\$900.00	P-2	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-1--1--					2	\$900.00		0.00			
N 11	KSDK	08/13/12	08/17/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	11111--	1:00	5	\$1,400.00	P-3	0.00	NM	5	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	11111--					5	\$1,400.00		0.00			
N 12	KSDK	08/13/12	08/17/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	11111--	1:00	5	\$2,250.00	P-2	0.00	NM	5	\$11,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	11111--					5	\$2,250.00		0.00			
N 13	KSDK	08/13/12	08/17/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P	11111--	1:00	5	\$2,250.00	P-2	0.00	NM	5	\$11,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	11111--					5	\$2,250.00		0.00			
N 14	KSDK	08/15/12	08/15/12	Wed Prime B AGT	CM	8-9P	--W----	1:00	1	\$4,500.00	P-2	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	--W----					1	\$4,500.00		0.00			
N 15	KSDK	08/14/12	08/16/12	LN (M-F) LN (M-F)	CM	10-1035p	-1-1---	1:00	2	\$3,300.00	P-2	0.00	NM	2	\$6,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-1-1---					2	\$3,300.00		0.00			
N 16	KSDK	08/18/12	08/18/12	LN (Sa) LN (Sa)	CM	10-1035p	-----S-	1:00	1	\$3,300.00	P-2	0.00	NM	1	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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N16	KSDK	08/18/12	08/18/12	LN (Sa) LN (Sa)	CM	10-1035p	-----S-	1:00	1	\$3,300.00	P-2	0.00	NM	1	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	-----S-	1		\$3,300.00		0.00						
N17	KSDK	08/13/12	08/17/12	Tonight Show Tonight Show	CM	1035-1137p	11111--	1:00	5	\$750.00	P-2	0.00	NM	5	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	11111--	5		\$750.00		0.00						
Totals													51	\$73,650.00	